

STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# Bienvenidos!

---

## Best Practices- Job Creation in Immigrant Communities

# Today's Talk

- About MEDA and Plaza Adelante
- CED and JOLI Projects
- Best Practices in Job Creation— San Francisco Latino Immigrants
- Challenges to Job Creation
- Q&A

STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

## About the Mission Economic Development Agency

---

# MEDA's Mission

Achieve **economic justice** for San Francisco's low- and moderate-income **Latino families** through **asset development**.

# MEDA's Background

- Incorporated in 1973
- Early on, Focused on Loan Packaging
- 2001-2008, Expanded Scope and Level of Services Provided
- 2008, Revised Strategic Plan:
  - Focused Mission on Asset Development
  - Expanded Services to Include Financial Education
  - Included Evaluation, Community Organizing and Policy Development as Core Strategies
  - Developed vision for a Service Integration Model (a full spectrum of family support and asset development services for Latinos) at Plaza Adelante.
- 2010 Plaza Adelante Grand Opening

# Where we are



## PLAZA ADELANTE

*“A one-stop asset development & financial  
services center”*

MEDA

Mission Asset Fund

CAMINOS Pathways Learning Center

Good Samaritan Family Resource Center

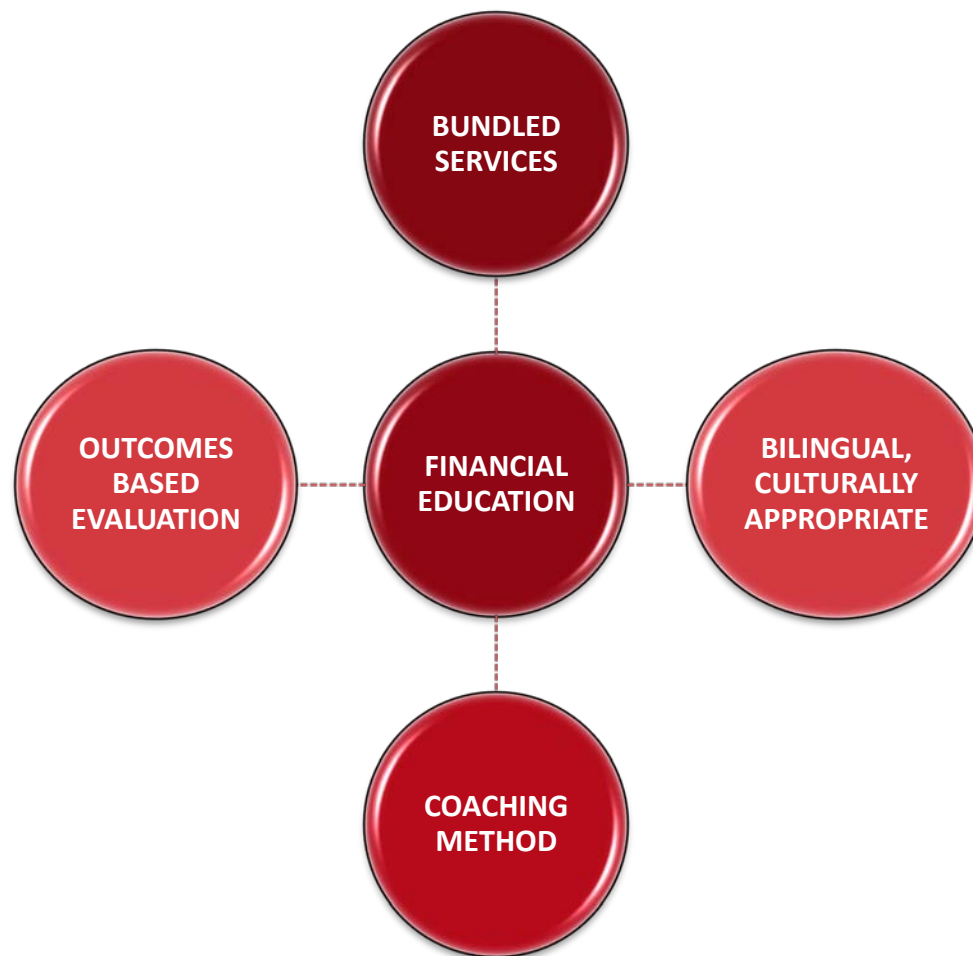
Causa Justa::Just Cause

Opportunity Fund

WAGES

SF Office of Economic & Workforce  
Development/Jewish Vocational Services

# MEDA's Asset Development Model





STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# Latinos in San Francisco

---

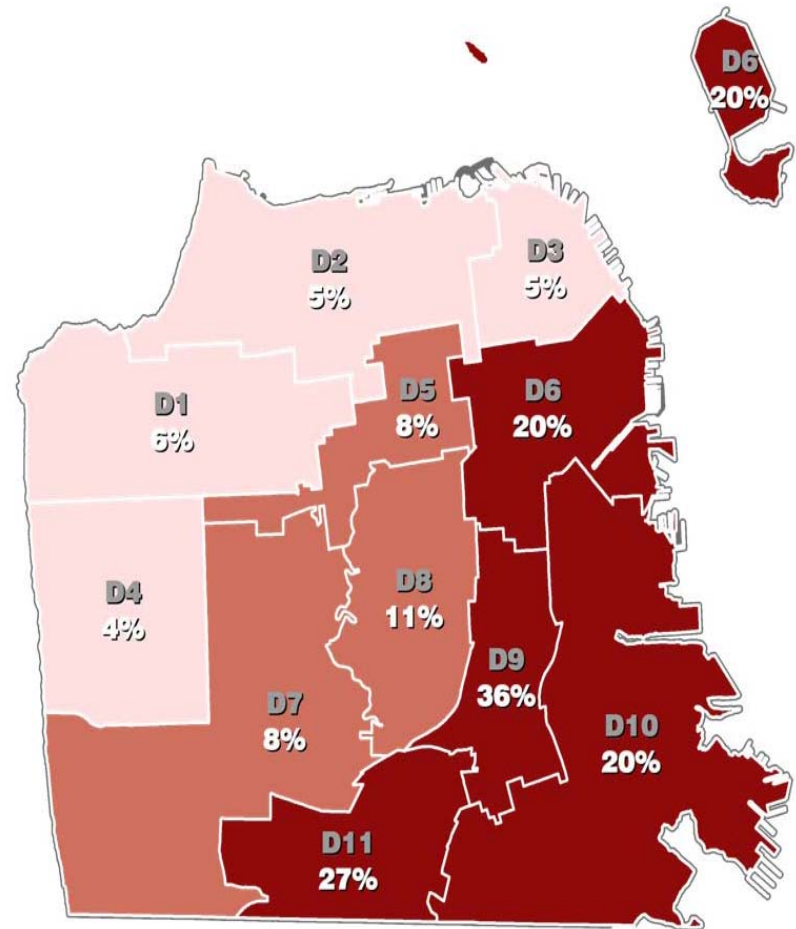


# San Francisco's Latino Population 2010

- 15.1% of overall population

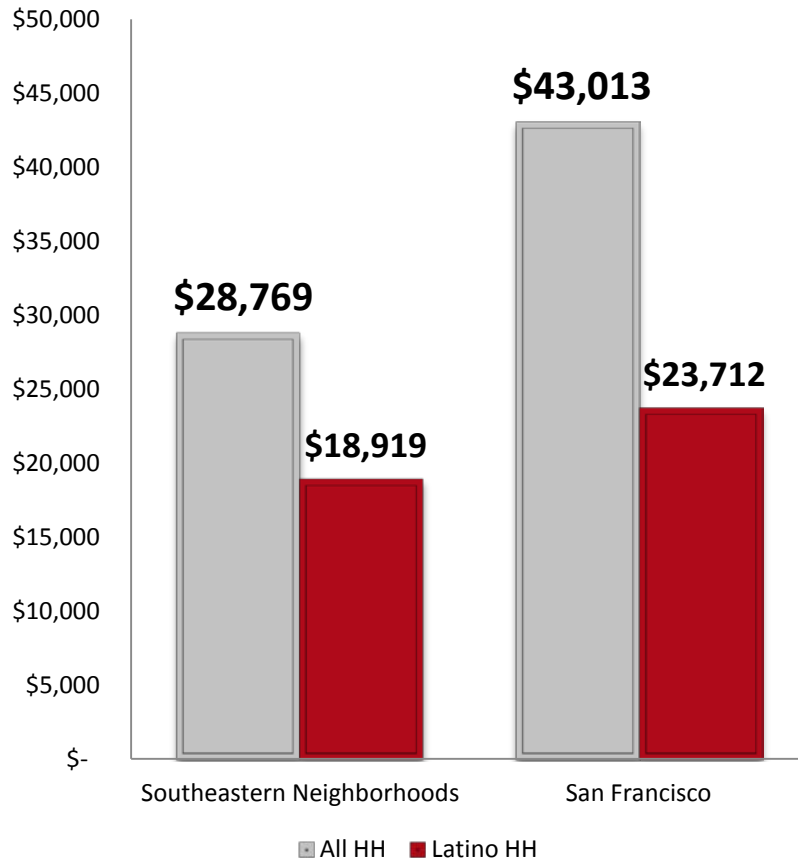
**From 2000 – 2010 the Latino population**

- Increased by 11.2% or 12,270
- Decreased in the Mission District
- Increased in South- Eastern neighborhoods

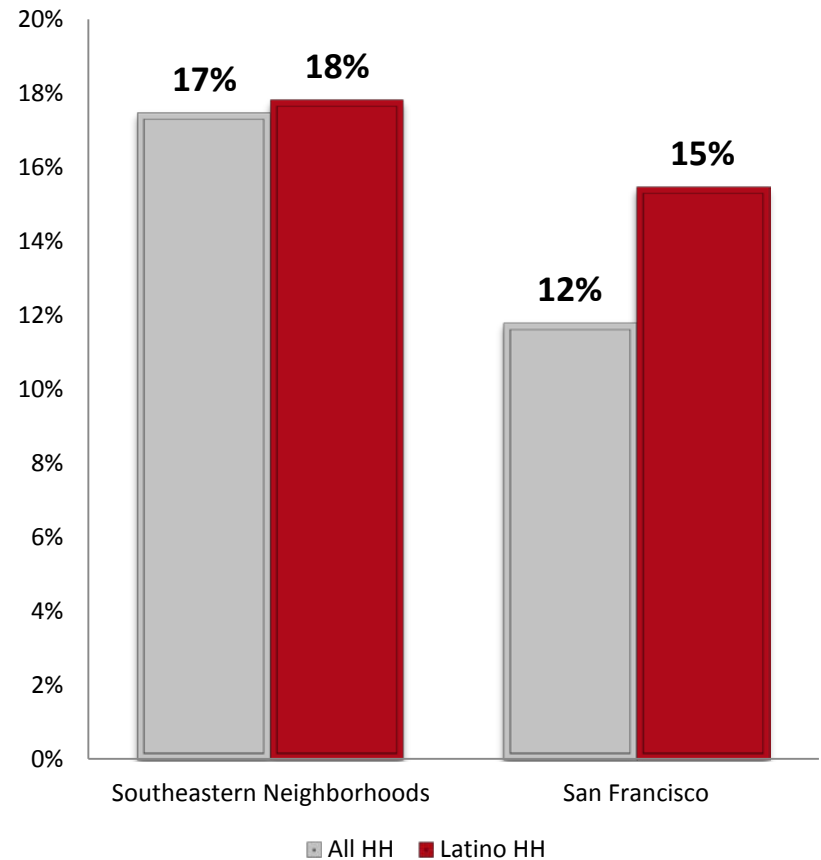


# Income and Poverty

## Per Capita Income



## Poverty Rate



# 2010 MEDA Client Demographics

## Overall

- 78% People of Color
  - **56% Latino**
  - 17% White
  - 5% Other
- 
- 84% of clients were at or below 100% HUD AMI

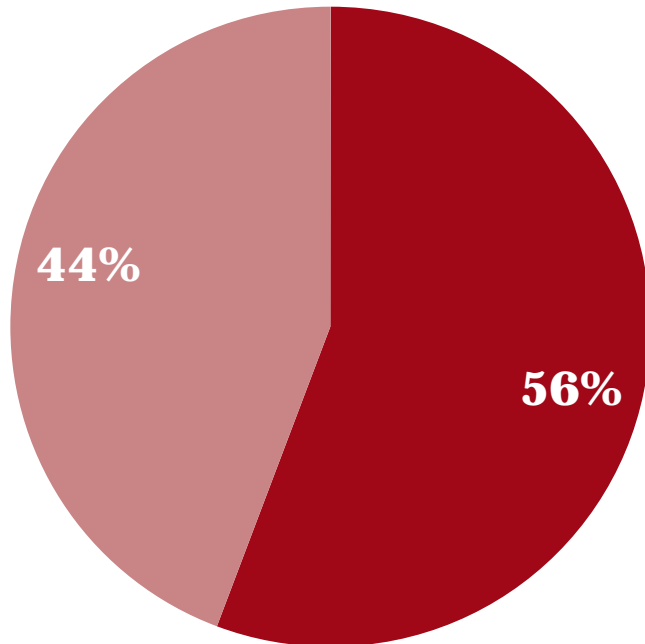
## Tax Program

- 90% Latino

# 2010 MEDA Client Demographic

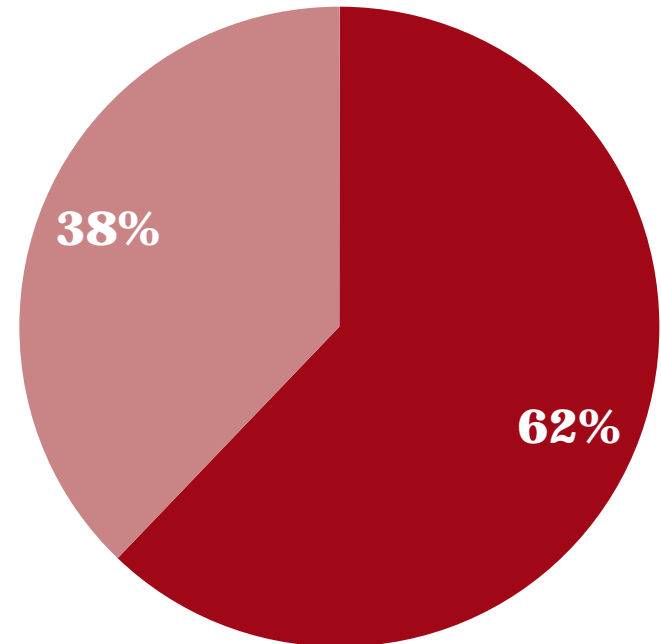
## Gender

■ Female ■ Male



## Place of Origin

■ Foreign Born ■ Native Born



# Cost of Living Soars, Incomes Stagnate

According to a formula called the Self-Sufficiency Standard, a family of four (with two adults, one preschooler and one school-age child) in the nine-county Bay Area now needs \$74,341 a year to get by, compared with \$62,517 three years ago.

Source: <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/10/04/MNB11LD969.DTL#ixzz1n9Ksrggg>



STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# MEDA's CED and JOLI Projects

---

# 2009 JOLI Grant- Family Childcare Program

## Goals- 60 Jobs in 3 years

- Family Childcare Program
- Other industries (e.g. retail, food businesses, etc.)
- Integrated services @ Plaza Adelante
- Clients receive grants of up to \$1,500 for startup costs
- **YTD:** 42 full time jobs; 9 part time jobs (51 total) and 39 new businesses created as of October 31, 2011.

# 2010 CED Grant, Plaza Adelante

## 3 Businesses, 40 Jobs

- Lead Dust Abatement Social Enterprise (Lead Free)
  - Kid's Club @ Plaza Adelante
  - El Mercadito
- 
- YTD: CED helped create 5 full time and 3 part time jobs (8 total); creating three new businesses.





STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE

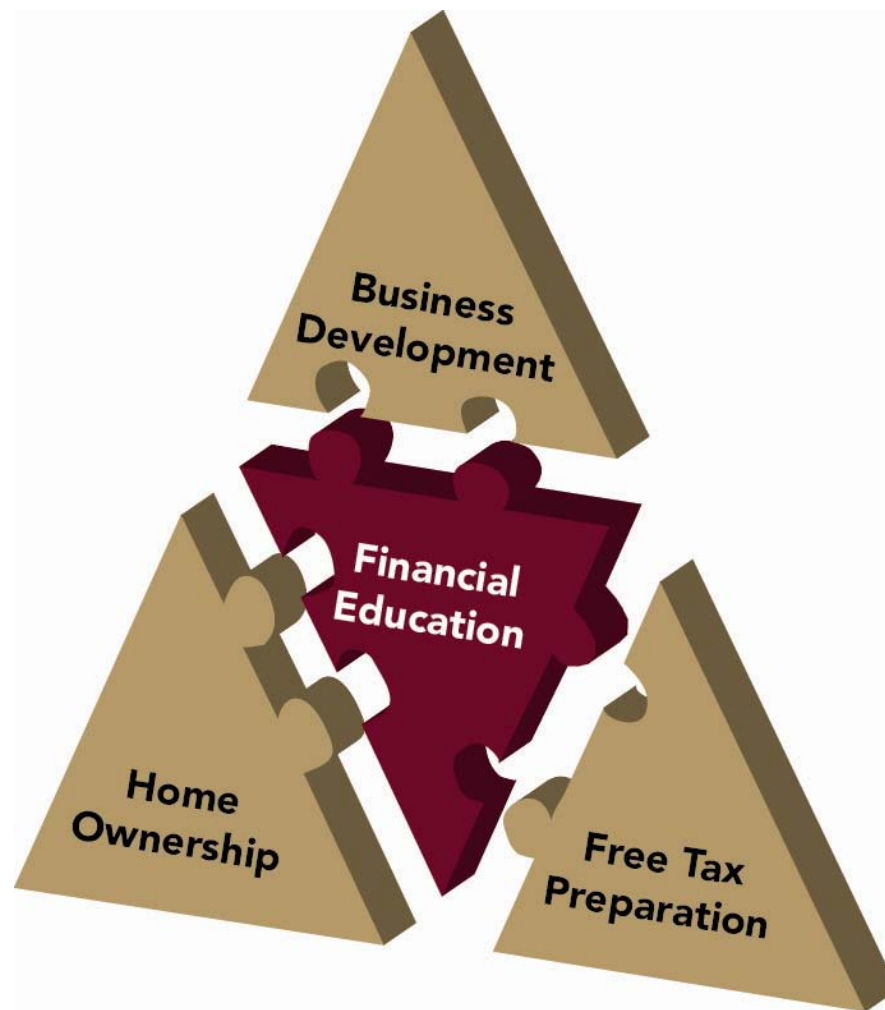


FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# Financial Education & Coaching

---

# Financial Education at the Core



# Financial Education Program Structure

**ALL MEDA clients learn about debt, savings, credit**

- 2 hour workshop
- One-on-one follow up coaching sessions (2-3)
- Access to financial products

# Financial Products

## Combined financing & credit building opportunities

- FIELD/Banamex Secured Card
- Kiva Microloans
- Opportunity Fund Loans
- Cestas
- JOLI grants

# Common Indicators

**Each client has the same personal financial goals.**

## Goals

- Savings = **3+ months of expenses**
- Credit score = **650 or above**
- Debt to income ratio = **< 40%**



STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

## Service Integration

---

# Service Integration is...

The **coordination and explicit linking** of direct services in order **to improve effectiveness and outcomes** for users and providers.

# Service Integration

## Is not:

- A new program
- Client referrals
- More work, but a way to work
- Easy

## It is:

- Leveraging existing services
- Creating systems and infrastructure to integrate services.
- Evaluating and comparing client outcomes
- Letting go of client ownership



# Why integrate services?

## Benefits to Clients

- Greater access
- Centralized location and entry point for services
- Better communication from service providers

**BETTER CLIENT OUTCOMES!**

## Benefits to Providers

- Maximize resources
- Target client needs
- Increased efficiency
- Increased communication
- Increased collaboration

**BETTER CLIENT OUTCOMES!**

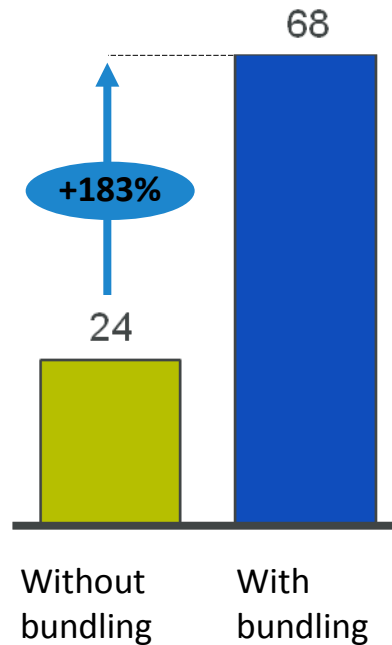
# Better Client Outcomes

## Center for Working Families

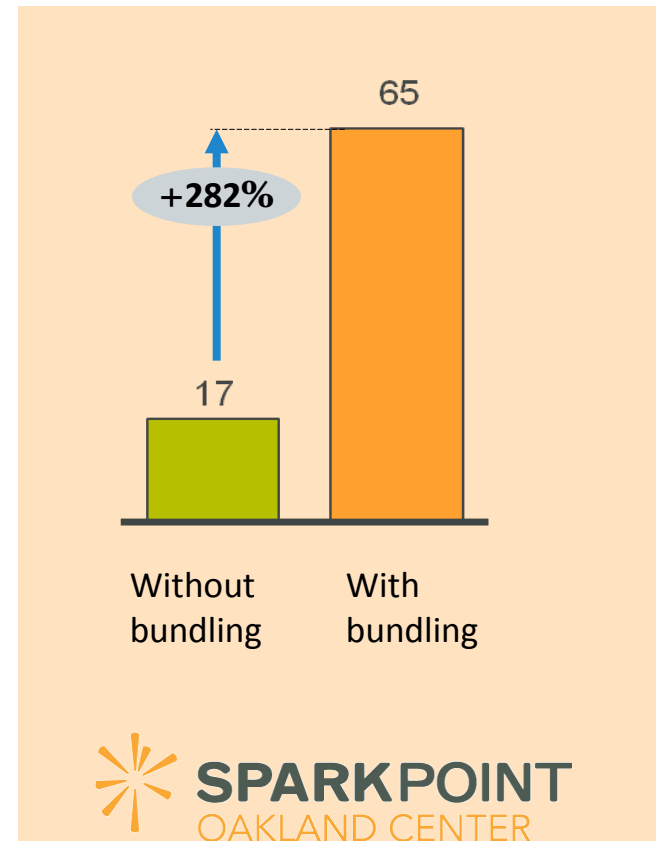
- Clients who received **bundled services** had a **25%** chance of achieving a major economic outcome compared to **8%** for clients who **received 1 service**.

# SparkPoint Centers

## Clients who achieved major economic outcomes



**Bon Secours,  
Baltimore**



 **SPARKPOINT**  
OAKLAND CENTER

# Services Provided



STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# Targeted Job Creation Strategies

---

# Family Childcare Business Development

- Strong opportunity for income generation among immigrants
- Low startup costs
- Daycare needs in many urban areas are unmet (more children than slots)
- Many providers excel in childcare; but lack business skills

# Family Childcare Program



# El Mercado Business Incubator

- Addresses retail space needs
- Divided Mission Street retail space into 10 available spaces for entrepreneurs, rents between \$200-\$1,000
- Mix of retail: Jewelry, clothing, holistic wellness, gifts.
- Combined with financing opportunities, computer training
- Access to integrated services at Plaza Adelante
- Expansion to Tenderloin neighborhood



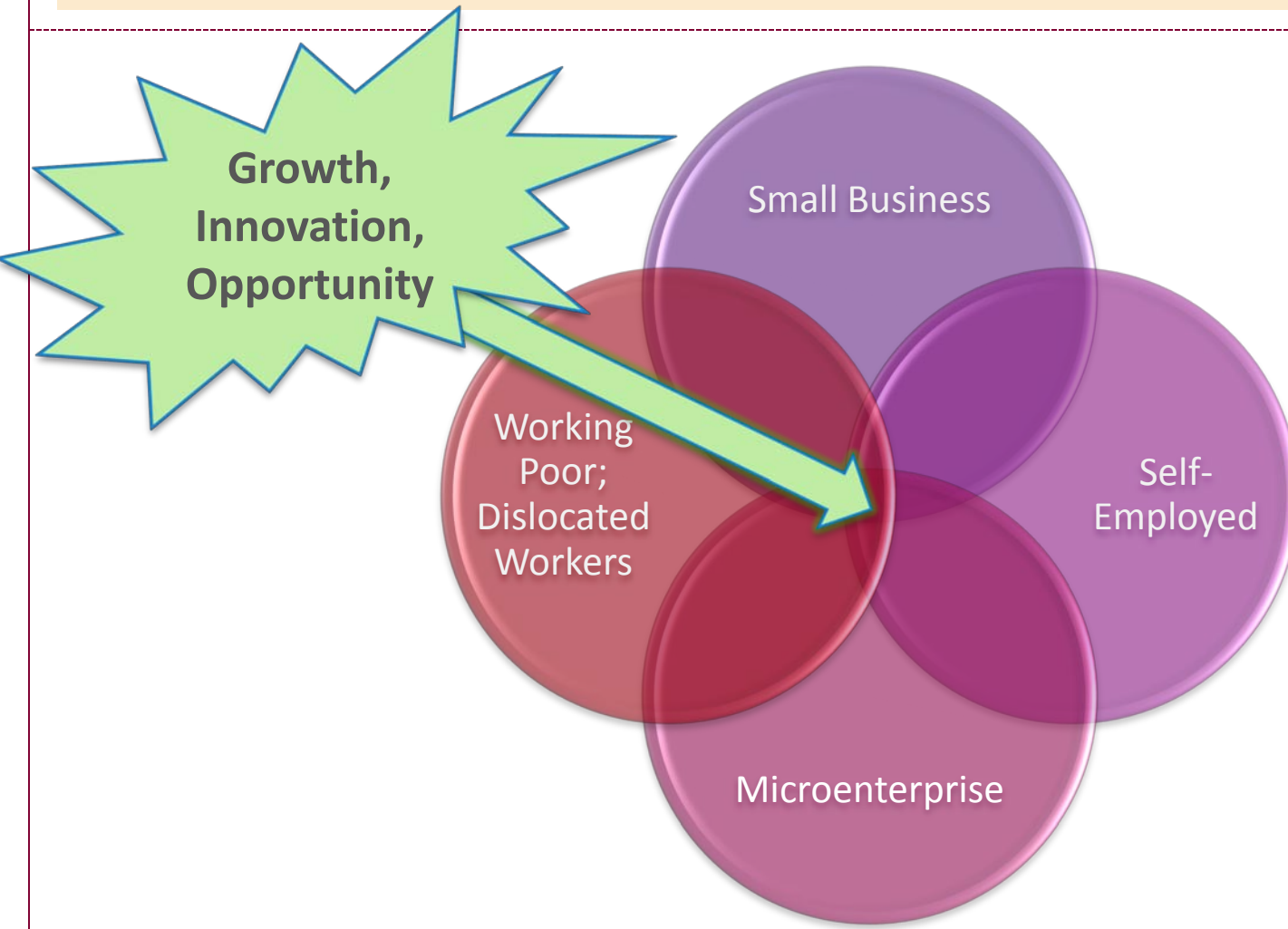
# Simmi's Boutique, El Mercadito



EL MERCADITO

PLAZA ADELANTE

# Accelerate SF-Business Expansion meets Workforce Development



# Accelerating Small Business Growth

*Target Market: Businesses with 6-19 employees*

- Staffing plans and related budgets
- Job analyses
- Candidate Sourcing/HR Related Services
- Marketing Strategy
- Financing Options
- Procurement & Contracting
- Growth Strategies
- Financial Management
- Retention strategies



STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

# Challenges to Job Creation

---

# Biggest Challenges Among MEDA Clients

- Lack of knowledge of U.S. financial and business systems
- Clients face multiple barriers
- Lack of credit history
- Lack of access to capital (especially for startups)

# Overcoming Challenges

- Coaching model
- Service integration
- Financial education at the core
- Access to financial products, combining financing opportunities
- Self Employed Tax initiative
- Investigating lending opportunities



STRENGTHEN YOUR FAMILY'S ECONOMIC FUTURE



FORTALEZCA EL FUTURO ECONÓMICO DE SU FAMILIA

Q & A

---